

UNITED STATES DISTRICT COURT
DISTRICT OF MASSACHUSETTS

ROBERT FIREMAN and ANN RAIDER,

Plaintiffs,

v.

Civil Action No. 05-11740-MLW

NEWS AMERICA MARKETING IN-STORE,
INC.,

Defendant.

NOTICE OF APPEARANCE

Please enter the appearance of Ieuan G. Mahony of Holland & Knight, LLP as co-counsel
for the defendant, News America Marketing In-Store, Inc.

Dated: May 10, 2007
Boston, Massachusetts

NEWS AMERICA MARKETING IN-STORE,
INC.

By its attorney,

/s/ Ieuan G. Mahony
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